



Warner Bros. 100th Anniversary  
Print and Digital Creative Style Guide  
AV Tool Kit

## Table of Contents

<b>BRAND COPY</b>	3
<b>LOGOS</b>	4
<b>COLOR PALETTES &amp; FONTS</b>	5
<b>AV TOOL KIT</b>	6-7
 <b>BACKGROUNDS</b>	
LOOK 1 - Diagonal Images	8
OOH	9
CONSUMER/TRADE AD	10
LOOK 2 - Water Tower GOLD	11
LOOK 2 - Water Tower BLUE	12
LOOK 2 - Water Tower SILVER	13
LOOK 3 - Graphic GOLD	14
LOOK 3 - Graphic BLUE	15
LOOK 3 - Graphic SILVER	16
 <b>GRAPHIC EXAMPLES</b>	
CIRCLES	17
SQUARES/RECTANGLES	18
STICKERS/SNIPES	19
RETAIL	20
STEP AND REPEAT	22
<b>DIGITAL</b>	
SOCIAL SQUARES	23
MOBILE SKINS/DESKTOP	24
MISC EXAMPLES	25
<b>LEGAL GUIDELINES</b>	26
 <b>WB 100th TITLE LISTS</b>	
FILMS	27
TELEVISION	28
FRANCHISES	
Wizarding World	29
Looney Tunes	29
Scooby-Doo	29
DC	30
<b>ASSET FOLDER STRUCTURE (BOX)</b>	31

Files are also available on Adstream in  
International/Worldwide.  
Search WB100 Anniversary

# Brand Copy

**Tag Line:** Celebrating Every Story

## CTA:

- Discover 100 years of storytelling at WB100.com
- Join our celebration at WB100.com

**#Hashtag:** #WB100

## Domestic Social Channels:

- FB/IG: warnerbrosentertainment
- TW: WBHomeEnt
- TikTok: warnerbrosmovies

## CAMPAIGN STRATEGIC OBJECTIVES:

- **Build Brand Affinity:** Increase brand love for WB among consumers
- **Connect Our Franchises:** Educate / reinforce linkage between vast IP portfolio and WB brand
- **Deepen Fan Relationships:** Provide fans an opportunity to celebrate with us through programming, experiences, and products

## MARKETING PILLARS

- **Storytelling Legacy**
- **Characters & Franchises**
- **Innovation**
- **Diversity, Equity & Inclusion**
- **Future Legacy**

## CAMPAIGN COPY POINTS:

### POSITIONING

- From Oscar®-winning films to unforgettable television shows, Warner Bros. is celebrating 100 YEARS of storytelling that has entertained audiences around the world since 1923.

### STORYTELLING LEGACY

- At Warner Bros., we are storytellers. It's built into the foundation of who we are. For 100 years, we have been dream makers, trend setters, and trail blazers.

### CHARACTERS & FRANCHISES / DE&I / INNOVATION

- Partnered with the world's most inspiring storytellers, WB has created a century's worth iconic and diverse stories, filled with characters, wondrous worlds, and moments that live in our collective cultural imagination and that are celebrated by fans every day.

### FUTURE LEGACY

- One studio... and countless stories that have inspired a century. Now we honor where it all began and rejoice in where we're going next. Let's celebrate the WB legacy that continues to evolve and inspire generations to come.
- Join us, in CELEBRATING EVERY STORY



## Logos - Rendered Versions



DIGITAL RGB: WB 100 GOLD LARGE, MEDIUM, SMALL JPG, PNG, PSD  
PRINT CMYK: WB 100 GOLD LARGE, MEDIUM, SMALL JPG, PNG, PSD



DIGITAL RGB: WB 100 SILVER, SMALL JPG, PNG, PSD  
PRINT CMYK: WB 100 SILVER MEDIUM, PNG, PSD



WB SHIELD GOLD  
WB100\_Gold\_Shield\_CMYK/RGB  
JPG/PSD

WB SHIELD SILVER CP  
WB100\_Silver\_Shield\_CMYK/RGB  
JPG/PSD

Full color rendered logos with the WB Shield have been created in print and digital resolutions. CELEBRATING EVERY STORY is editable in the psd versions. RGB and CMYK files available.

Please use the Identity Guidelines - [WB100\\_Guidelines.pdf](#) for non-rendered versions of the logo for the WB Anniversary.

The silver and blue rendered logos are from the Consumer Products WB 100th Anniversary style guide. These assets are not exclusive to WBCP and can be used by all divisions.



TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Logo with IP  
WB100\_Gold\_wBevel\_IP\_ForLight BGs  
JPG, PNG, PSD

CELEBRATING EVERY STORY



TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Logo with IP  
WB100\_Gold\_wBevel\_IP\_ForDarkBGs  
JPG, PNG, PSD

CELEBRATING EVERY STORY



WB100\_Silver\_wBevel\_IP\_ForLight  
BGs JPG, PNG, PSD

CELEBRATING EVERY STORY



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

4

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## Color Palette

### GOLD 1



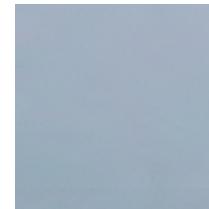
R: 188  
G: 147  
B: 70  
.....  
C: 26%  
M: 40%  
Y: 85%  
K: 4%

### BLUE 1



R: 0  
G: 28  
B: 128  
.....  
C: 100%  
M: 93%  
Y: 10%  
K: 4%

### SILVER 1



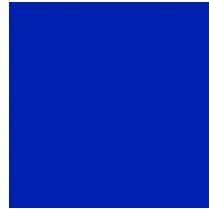
R: 165  
G: 175  
B: 191  
.....  
C: 36%  
M: 25%  
Y: 16%  
K: 0%

### GOLD 2



R: 209  
G: 186  
B: 113  
.....  
C: 20%  
M: 23%  
Y: 67%  
K: 0%

### BLUE 2



R: 0  
G: 33  
B: 176  
.....  
C: 99%  
M: 91%  
Y: 0%  
K: 0%

### SILVER 2



R: 176  
G: 189  
B: 200  
.....  
C: 31%  
M: 19%  
Y: 15%  
K: 0%

## Typography

Use GOTHAM Family fonts from the Monotype Library.  
(enterprise.monotype.com)

Gotham Narrow Bold is the typeface used for the tagline  
“CELEBRATING EVERY STORY”.

Gotham Narrow Bold or Gotham Narrow Medium can  
be used for adjacent headings.

### Gotham Narrow Bold

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?@#\$%**

### Gotham Narrow Medium

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?@#\$%**

Colors are suggested. There are no PMS color matches.



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Print and Digital Creative, AV Tool Kit

February 2023

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# AV Tool Kit



## 01\_Open

This composition contains four footage containers marked "Place Footage Here" A, B, C and D. Footage should map to WB 100 Logo.



## 02\_Close

This composition contains a comp labeled "Place Footage Here". Footage should map to the side of the WB 100 Logo.



## 03\_LT\_w\_bug\_1Line

This composition contains one layer with editable text marked "Edit Text Here" and another layer marked "Replace\_Footage". If the lower third is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Narrow Bold.



## 03\_LT\_w\_bug\_2Line

This composition contains two layers with editable text marked "Edit Text Here" and another layer marked "Replace\_Footage". If the lower third is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Narrow Bold.



## 04\_Fullscreen\_1Line

This composition and editable layer marked "Line1". Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



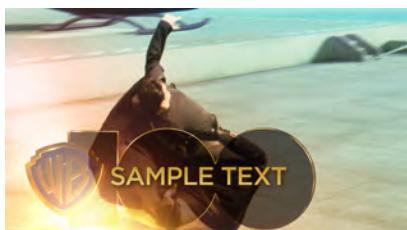
## 04\_Fullscreen\_2Line

This composition contains two editable layers marked "Line1" and "Line2". Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



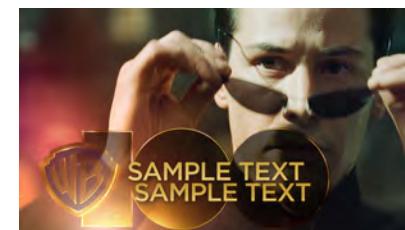
## 04\_Fullscreen\_3Line

This composition contains three editable layers marked "Line1", "Line2" and "Line3". Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_Keyable\_1Line

This composition contains an editable layer marked "Line1" and a layer marked "Replace\_Footage". If the fullscreen is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_Keyable\_2Line

This composition contains two editable layers marked "Line1" and "Line2" and a layer marked "Replace\_Footage". If the fullscreen is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_Keyable\_3Line

This composition contains three editable layers marked "Line1", "Line2" and "Line3" and a layer marked "Replace\_Footage". If the fullscreen is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**

**TALENT FOOTAGE/IMAGES ARE  
PLACEHOLDERS ONLY. DO NOT USE  
WITHOUT LEGAL APPROVAL.**



## AV Tool Kit (continued)



### 05\_Transition\_A\_Filmstrip

This transition comp intended to transition between two clips using a single filmstrip motif contains two layers marked "Clip1\_Here" and "Clip2\_Here".



### 05\_Transition\_B\_Lights

This transition comp intended to transition between two clips using a lighting effect contains two layers marked "Clip1\_Here" and "Clip2\_Here".



### 05\_Transition\_C\_Filmstrips

This transition comp intended to transition between two clips using a multiple filmstrip motif contains a pre-composition duplicated four times marked "Place\_Footage\_Here". Underneath is a layer marked "Background\_Footage\_Replace\_Here" to be used as the clip at the beginning of the transition.



### 06\_Animated\_Background\_A

This composition contains an animation of light beams over a dark background.



### 06\_Animated\_Background\_B

This composition contains another variation of an animation of light beams over a dark background.



### 07\_Bug\_Clean\_Left

This composition contains a solid WB100 logo without effects and left justified. There is a layer marked "Replace\_Footage\_Here" if the bug is being rendered with footage in After Effects. If the composition is being rendered with an alpha channel the footage layer is to be turned off.



### 08\_Mortise\_Film\_Cell

This composition contains a film cell composition intended to frame single clips. It contains a layer marked "Place\_Footage\_Here".



### 08\_Mortise\_Filmstrip

This composition contains a filmstrip composition intended to frame a single clip. It contains additional layers for secondary footage on the left and right. The main footage layer is marked "Main\_Footage\_Replace\_Here" and the additional footage layers are marked "Right\_Footage\_Replace\_Here" and "Left\_Footage\_Replace\_Here" respectively.

TALENT FOOTAGE/IMAGES ARE PLACE-HOLDERS ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.



### 07\_Bug\_w\_effects\_Left

This composition contains a solid WB100 logo with glow effects and left justified. There is a layer marked "Replace\_Footage\_Here" if the bug is being rendered with footage in After Effects. If the composition is being rendered with an alpha channel the footage layer is to be turned off.



#WB100

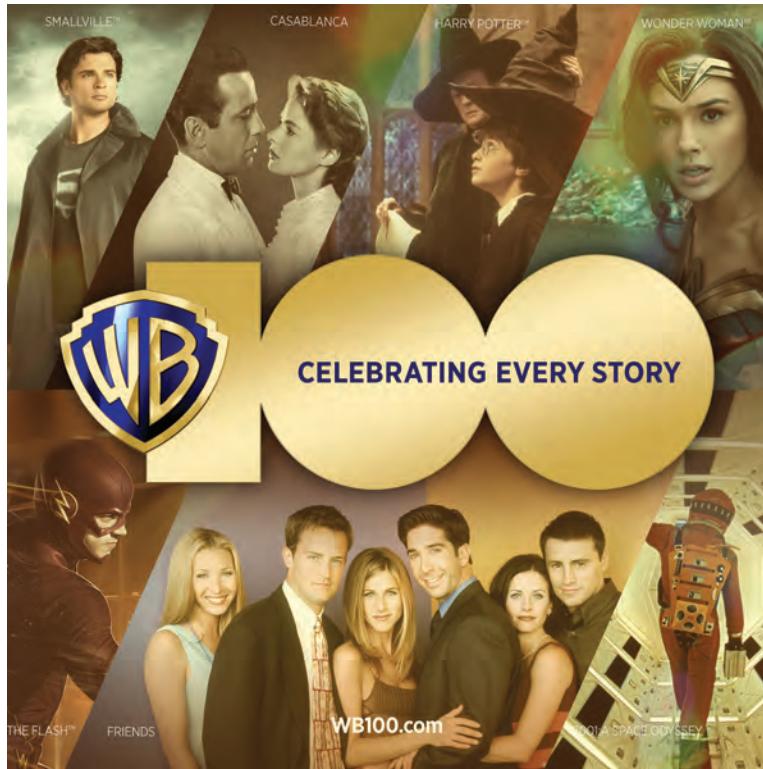


#WB100

Included in the toolkit footage folder are two rendered CTA (Call To Action) cards labelled "CTA\_v01" and "CTA\_v08" to direct consumers to websites and materials for purchase of content and merchandise.

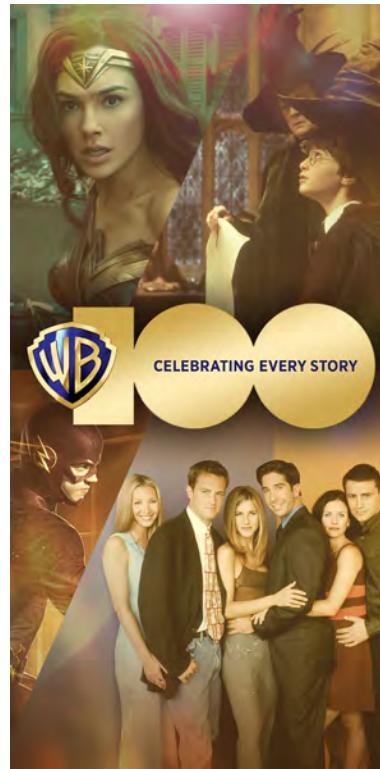
## Look 1: Diagonal Images

The legal line must be present on every asset.



SQUARE 1:1

Print: WB100\_LK01\_SquareBanner\_W40in. / Digital:WB100\_LK01\_SquareBanner\_3000x3000



VERTICAL 1:2

Print: WB100\_LK01\_VerticalBanner\_W40in./ Digital:WB100\_LK01\_Vertical Banner\_3000x3000



HORIZONTAL 5:1

Print: WB100\_LK01\_HorizontalBanner\_W40in. / Digital:WB100\_LK01\_SquareBanner\_3000x3000

PRINT: CMYK  
PSD files @ 150 dpi

DIGITAL: RGB  
JPG and PSD files

TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Please add film titles to each image in any print use.  
CTA is required: [wb100.com](http://wb100.com) for example

Your selected images can easily be placed in the Photoshop layered template. EFX are included.

Layouts are examples only.

4x3 psd available for print.

## Look 1: Diagonal Images - OOH

The legal line must be present on every asset.



Print, CMYK: WB100\_LK01\_Outdoor\_W44in\_Print jpeg/.zip

PRINT:  
PSD files @ 150 dpi

THIS LOGO IS FOR OUTDOOR USE ONLY.

TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Please add film titles to each image in any print use.

CTA is required: [wb100.com](http://wb100.com) for example

Your selected images can easily be placed in the Photoshop layered template. EFX are included.

Layouts are examples only.



Outdoor example.



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

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## Look 1: Consumer/Trade Ad Example

The legal line must be present on every asset.



PRINT:

CMYK, 10.5"x 13.25" 300 dpi  
WB100\_SinglePage\_ConsumerAd\_Template.psd

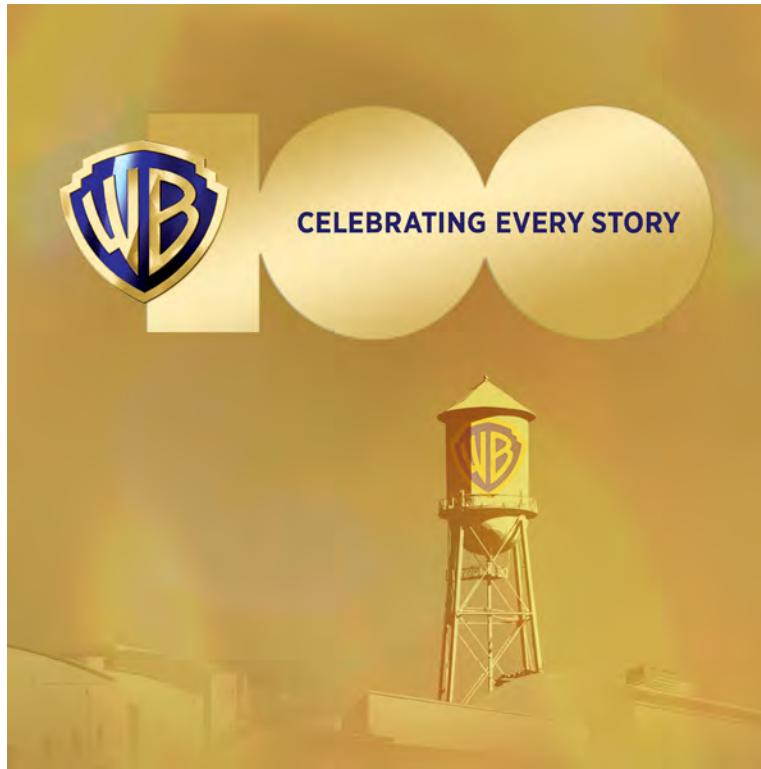
TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT  
LEGAL APPROVAL.

Please add film titles to each image in any print use.  
CTA is required: [wb100.com](http://wb100.com) for example  
Layouts are examples only. Please do not put a R rated film next to a  
family film (The Exorcist and Harry Potter for example).

Your selected images can easily be placed in the Photoshop layered  
template. EFX are included.  
Template can also be used as a studio wall/outdoor billboard.

## Look 2: Water Tower Gold

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK02\_HorizontalBanner\_W36in\_Print\_GOLD  
DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x3000\_Digital\_GOLD



VERTICAL 1:2

PRINT: WB100\_LK02\_VerticalBanner\_W40in\_Print\_GOLD  
DIGITAL:WB100\_LK02\_Vertical Banner\_3000x3000\_Digital\_GOLD



HORIZONTAL 5:1

PRINT: WB100\_LK02\_HorizontalBanner\_W40in\_Print\_GOLD / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x600\_Digital\_GOLD

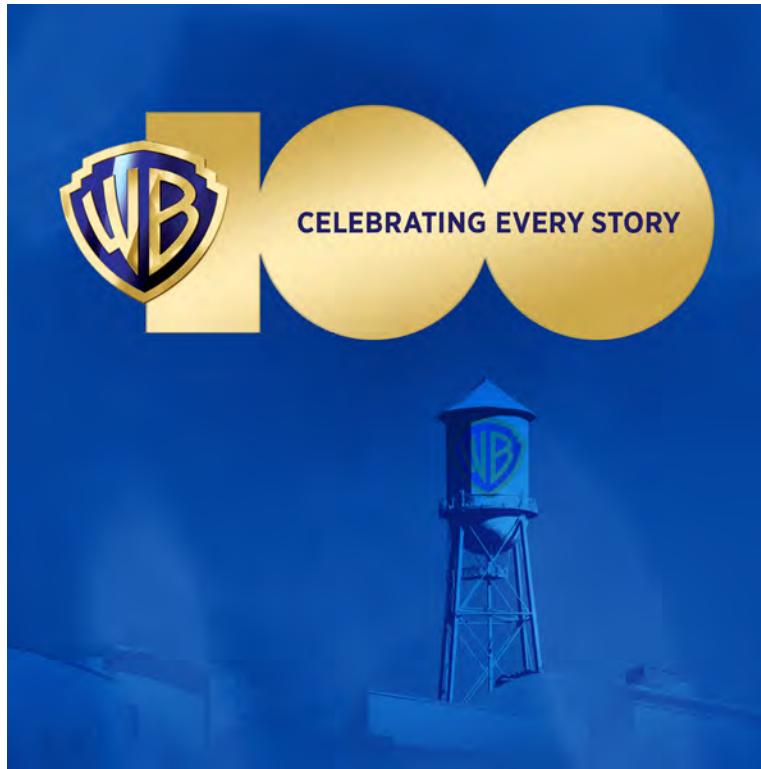
PRINT:  
PSD files @ 150 dpi

DIGITAL:  
PSD/JPG files

Layouts are examples only. The WB 100 logo and background are on separate layers.

## Look 2: Water Tower Blue

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK02\_HorizontalBanner\_W36in\_Print\_BLUE / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x3000\_Digital\_BLUE



VERTICAL 1:2

PRINT: WB100\_LK02\_VerticalBanner\_W40in\_Print\_BLUE / DIGITAL:WB100\_LK02\_VerticalBanner\_3000x3000\_Digital\_BLUE



HORIZONTAL 5:1

PRINT: WB100\_LK02\_HorizontalBanner\_W40in\_Print\_BLUE / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x600\_Digital\_BLUE



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

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## Look 2: Water Tower Silver

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK02\_HorizontalBanner\_W36in\_Print\_SILVER / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x3000\_Digital\_SILVER



VERTICAL 1:2

PRINT: WB100\_LK02\_VerticalBanner\_W40in\_Print\_BLUE / DIGITAL:WB100\_LK02\_VerticalBanner\_3000x3000\_Digital\_SILVER



HORIZONTAL 5:1

PRINT: WB100\_LK02\_HorizontalBanner\_W40in\_Print\_SILVER / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x600\_Digital\_SILVER

PRINT:  
PSD files @ 150 dpi

DIGITAL:  
PSD files

Layouts are examples only. The WB 100 logo and background are on separate layers.  
Consumer Products only uses the silver and blue look.

## Look 3: Graphic Background Gold

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK03\_SquarePattern\_36x36\_Print\_GOLD.psd/jpg (36"x36"@300dpi)  
DIGITAL:WB100\_LK03\_SquarePattern\_3000x3000\_Digital\_GOLD.psd/jpg (3000px)



VERTICAL 1:2

For layout only. Use the square files.



HORIZONTAL 5:1

For layout only. Use the square files.

PRINT: CMYK

PSD Square file 36"x36" @300 dpi

DIGITAL: RGB

PSD Square file 3000x3000 @300 dpi

Layouts are examples on how to use the background with the IP logo. The IP image is placeholder only. Any logo can be used with this background.

Use the logo with WB IP with the added rendered shield. Your IP image may require legal approval. See page 4.

The gold background pattern is a separate psd file in the square format only. Use this file to create other sizes.

## Look 3: Graphic Background Blue

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK03\_SquarePattern\_36x36\_Print\_BLUE.psd/jpg (36"x36"@300dpi)  
DIGITAL:WB100\_LK03\_SquarePattern\_3000x3000\_Digital\_BLUE.psd/jpg (3000px)



VERTICAL 1:2



HORIZONTAL 5:1



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

PRINT: CMYK  
PSD Square file 36"x36" @300 dpi

DIGITAL: RGB  
PSD Square file 3000x3000 @300 dpi

Layouts are examples on how to use the background with the IP logo. The IP image is placeholder only. Any logo can be used with this background.

Use the logo with WB IP with the added rendered shield. Your IP image may require legal approval. See page 4.

The blue background pattern is a separate psd file in the square format only. Use this file to create other sizes.

February 2023

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## Look 3: Graphic Background Silver

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK03\_SquarePattern\_36x36\_Print\_SILVER.psd/jpg (36"x36"@300dpi)  
DIGITAL:WB100\_LK03\_SquarePattern\_3000x3000\_Digital\_SILVER.psd/jpg (3000px)



VERTICAL 1:2



HORIZONTAL 5:1

PRINT: CMYK  
PSD Square file 36"x36" @300 dpi

DIGITAL: RGB  
PSD Square file 3000x3000 @300 dpi

Layouts are examples on how to use the background with the IP logo. The IP image is placeholder only.

Use the logo with WB IP with the added rendered shield. Your IP image may require legal approval. See page 4.

The silver background pattern is a separate psd file in the square format only. Use this file to create other sizes. Consumer Products only uses the silver and blue logo.

## Circle Graphics

Layouts are examples only showing various ways to use the logo, colors and backgrounds provided. There are no actual files.  
The legal line must be present on every asset.



CIRCLE 01



CIRCLE 02



CIRCLE 03



CIRCLE 04



CIRCLE 05



CIRCLE 06



CIRCLE 07



CIRCLE 08



CIRCLE 09



CIRCLE 10



CIRCLE 11



CIRCLE 12



CIRCLE 13

## Square and Rectangle Graphics

Layouts are examples only showing various ways to use the logo, colors and backgrounds provided. There are no actual files.  
The legal line must be present on every asset.



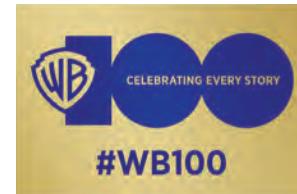
RECTANGLE 01



RECTANGLE 02



RECTANGLE 03



RECTANGLE 04



RECTANGLE 05



RECTANGLE 06



RECTANGLE 07



RECTANGLE 08



RECTANGLE 09



RECTANGLE 10



RECTANGLE 11



SQUARE 01



SQUARE 02



SQUARE 05



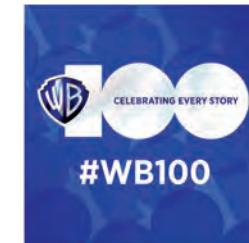
SQUARE 06



SQUARE 07



SQUARE 08



SQUARE 09



SQUARE 10

# Packaging Stickers/Snipes

Stickers are 5C on foil.

## Packaging Snipes



WB100TH\_WW\_BDOSLV.zip  
Osleeve mechanical.



WB100TH\_WW\_4KOSLV.zip /WB100TH\_WW\_TIPON.zip  
Osleeve or Steelbook snipe mechanical.

## Stickers



WB100th\_WW\_4C\_Gold\_Circle\_Sticker\_4000080880.zip  
CMYK INDD file / 1.25" diameter



WB100th\_WW\_4C\_Blue\_Circle\_Sticker\_4000080882.zip  
CMYK INDD file / 1.25" diameter



WB100th\_WW\_4C\_Gold\_REC\_Sticker\_4000080881.zip  
CMYK INDD file / 1.25" diameter



WB100th\_WW\_4C\_Blue\_REC\_Sticker\_4000080883.zip  
CMYK INDD file / 1.25" diameter



## Retail

The legal line must be present on every asset.

Talent images shown are examples and should be submitted to your legal dept

POP End Cap, Side Panels, Standees and Floor/Window Clings.

### End Cap Header & Side Panels



CMYK, 300 dpi

ENDCAP\_POP\_LOOK2\_GOLD.psd/ .zip, 48"x 13.5"

BLADES\_POP\_LOOK2\_GOLD.psd/ .zip, 15" x 50"

### Standees



21.25" x 60" CMYK, 150 dpi psd/jpg  
WB\_100th\_Standee01

### Window/Floor Clings

### Window/Floor Clings



Window/Floor Cling  
Circle examples only.  
There are no files.



21.25" x 60" CMYK, 150 dpi psd/jpg  
WB\_100th\_Standee02

Film/TV titles should be added to each image.



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

20

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## Retail

Consumer Products Silver and Blue assets\*

These assets are not exclusive to WBCP and can be used by all divisions.

The legal line must be present on every asset. Please check with your legal team for use of film titles in promotions.

### End Cap Header & Side Panels



CMYK, 300 dpi

Example of a merchandiser using Consumer Products assets.



48" x 13.5", 300 dpi CMYK  
06ENDCAPSL227893288\_POP\_WBSH.psd

**Do not scale the film title text type up or down when resizing your layout dimensions. Please keep it consistent in proportion to the WB Logo.**



13BURSTSL227893288\_PKEX\_WBSH.psd



12BURSTSL227893288\_PKEX\_WBSH.psd



12"x53", 300 dpi, CMYK  
07BLADESL227893288\_POP\_WBSH.psd

\*Consumer Products partners and licensees:

Please use the CP styleguide and assets from StarLabs only.



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

21

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## Graphics: Step and Repeat

Example of a step and repeat pattern using WB 100 rendered gold logo and Blue 1 color.

The legal line must be present on every asset.



DIGITAL RGB - 3200x3200 psd/jpg

PRINT CMYK - 40"x 40" @150 dpi psd/jpg



Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

22

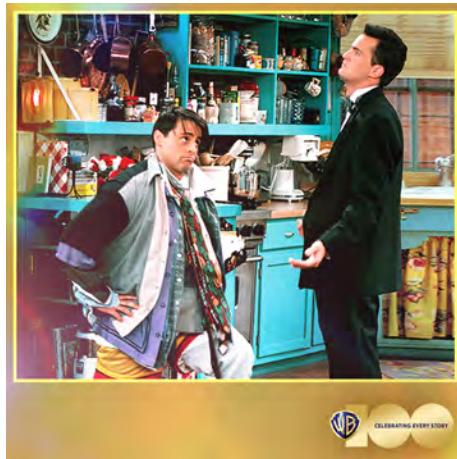
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## Digital: Social Squares

2000x2000 psd templates available. EFX layers included.

Talent images shown are examples and should be submitted to your legal dept.

The film/TV legal line must be present on every asset. example, Crazy Rich Asians is © 2018 WBEI.



WB100\_Social\_2000x2000\_FrameGold.psd/jpg



WB100\_Social\_2000x2000\_FrameGoldTag.psd/jpg



WB100\_Social\_2000x2000\_FrameBlue.psd/jpg



WB100\_Social\_2000x2000\_FrameBlueTag.psd/jpg



WB100\_Social\_2000x2000\_GoldLogo\_02.psd/jpg



WB100\_Social\_2000x2000\_GoldLogo\_GoldTag.psd/jpg



WB100\_Social\_2000x2000\_GoldLogo\_BlueTag.psd/jpg



WB100\_Social\_2000x2000\_Grid.psd/jpg

## Digital: Mobile Skins/Desktop

Photoshop templates available. EFX layers included.

Talent images shown are examples only. Replace with your selected images.

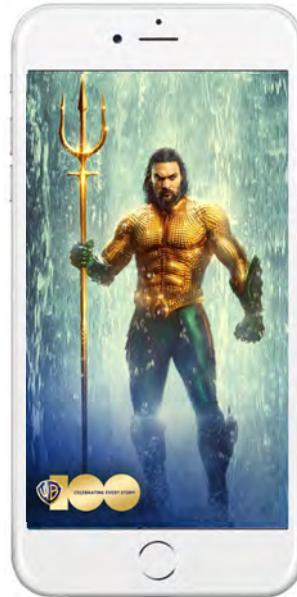
Film title and the film legal line must be present on every asset.



WB100\_MobileSkin\_1080x1920\_01\_GOLD



WB100\_MobileSkin\_1080x1920\_01\_BLUE



WB100\_MobileSkin\_1080x1920\_03



WB100\_MobileSkin\_1080x1920\_04



WB100/Desktop\_2560x1600\_01

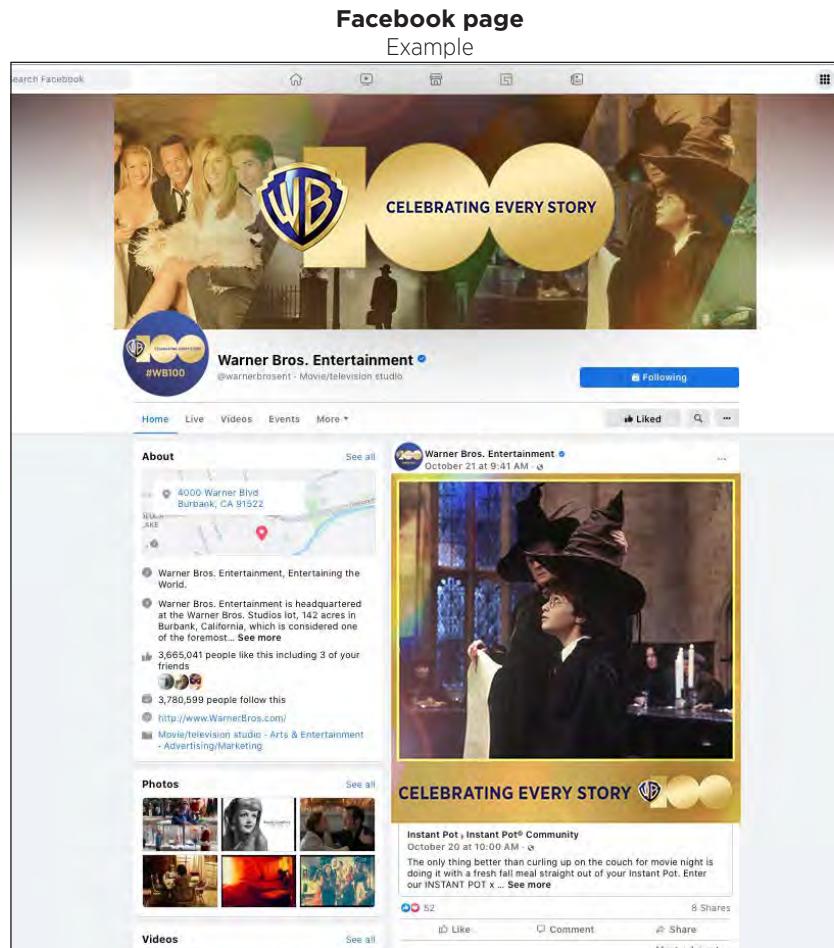


WB100/Desktop\_2560x1600\_02

# Digital Examples

Photoshop templates available. EFX layers included.  
Talent images shown are not approved and are examples only.  
The legal line must be present on every asset.

**Facebook page**  
Example



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**Digital Banner**  
2200x800.PSD Template

**AppleTV Showcase**  
4320x1080 PSD Template

**Movies**



## Legal:

- For all promotional materials with multiple films and TV shows, include the film/tv title on every image. Include a CTA like wb100.com  
Legal line is: © 2023 Warner Bros. Entertainment Inc. All rights reserved.

Shortened legal on digital assets: © & ™ WBEI. ARR

- For promotional materials containing one film or TV show, please use the film/TV legal line.

## Brand Guidelines:

All uses of character likenesses, names and graphics, etc. must be approved by your legal team. This includes all AV, packaging, advertising, in-store promotions, websites and social.

Consult the [WB100 Identity Guide](#) for detailed logo and tagline guidelines.

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# WB 100th Films

(Does not include key franchises)

2001: A Space Odyssey	Gaslight	National Lampoon's Christmas Vacation	When Harry Met Sally
300	Giant	National Velvet	White Heat
42nd Street	Gold Diggers of 1933	Natural Born Killers	Who's Afraid of Virginia Woolf?
Adventures of Robin Hood, The	GoodFellas	Network	Willy Wonka and the Chocolate Factory
All The President's Men	Good Night, and Good Luck	Neverending Story, The	Wizard of Oz, The
Austin Powers (Franchise)	Goonies, The	Nightmare on Elm Street, A (Franchise)	World, The Flesh and The Devil, The
Baby Face	Grand Hotel	Notebook, The	
Bad and the Beautiful, The	Gravity	Now, Voyager	
Band Wagon, The	Green Mile, The	Ocean's (Franchise)	
Beetlejuice	Hairspray (Musical Remake)	One Flew Over the Cuckoo's Nest	
Before Sunrise	Hangover, The	Outsiders, The	
Before Sunset	Her	Pan's Labyrinth	
Ben-Hur (1959)	House Party	Polar Express, The	
Best in Show	I Am a Fugitive from a Chain Gang	Practical Magic	
Blade Runner	Inception	Public Enemy, The	
Blazing Saddles	Interview with a Vampire	Purple Rain	
Bodyguard, The	Invictus	Rebel Without a Cause	
Bonnie and Clyde	Iron Giant	Rio Bravo	
Boogie Nights	IT (Franchise)	Risky Business	
Bullitt	Judas and the Black Messiah	Roald Dahl's The Witches	
Casablanca	Key Largo	Rush Hour (Franchise)	
Children of the Damned	King Kong (1933)	Searchers, The	
Christmas Story, A	LEGO® Movie, The	Selena	
Citizen Kane	Lethal Weapon (Franchise)	Se7en	
Clockwork Orange, A	Life of Emile Zola	Set It Off	
Color Purple, The	Little Caesar	Shaft (1971)	
Conjuring, The (Franchise)	Little Shop of Horrors (1986)	Shawshank Redemption, The	
Cool Hand Luke	Little Women (1933)	Shining, The	
Crazy Rich Asians	Lord of the Rings, The (Franchise)	Singin' In The Rain	
Crossing Delancey	Lost Boys, The	Sisterhood of the Traveling Pants, The	
Departed, The	Love & Basketball	Son of Kong	
Dirty Dozen, The	Love Jones	Space Jam	
Dirty Harry	Magic Mike	Space Jam: A New Legacy	
Doctor Zhivago	Magnolia	Star is Born, A (1954, 1976, 2018)	
Dogfight	Malcolm X	Stage Door	
Dumb and Dumber	Maltese Falcon, The	Strangers on a Train	
Dune (2021)	March of the Penguins	Streetcar Named Desire, A	
Elf	Mask, The	Take Me Out To The Ballgame	
Empire of the Sun	Matrix Trilogy, The	They Shall Not Grow Old	
Enter the Dragon	Mad Max (Franchise)	Thin Man, The	
Exorcist, The	McCabe and Mrs. Miller	THX 1138	
Face in the Crowd, A	Mean Streets	Tim Burton's Corpse Bride	
Fame	Menace II Society	Treasure of the Sierra Madre, The	
Footlight Parade	Mildred Pierce	Twister	
Freaks	Million Dollar Baby (2004)	Unforgiven	
Free Willy	Music Man, The	V for Vendetta	
Friday	Mutiny on the Bounty (1935)	Wedding Crashers	
Full Metal Jacket	Mystic River	What Ever Happened to Baby Jane?	

Domestic campaign is focused on but not limited to these top titles. Please confirm local rights before leveraging assets.



# WB 100th Television

(Does not include key franchises)

77 Sunset Strip  
Adventures of Brisco County Jr., The  
Alice  
Animaniacs  
Bachelor, The (Franchise)  
Big Bang Theory, The  
Cheyenne  
Cold Case  
Dallas  
ER  
Eve  
F Troop  
F.B.I., The  
Falcon Crest  
Family Matters  
Flintstones, The  
Fresh Prince of Bel-Air, The  
Friends  
Full House  
George Lopez Show, The  
Gilligan's Island  
Gilmore Girls  
Gossip Girl  
Growing Pains  
Hangin' With Mr. Cooper  
Head of the Class  
How The Grinch Stole Christmas  
Jaime Foxx Show, The  
Jetsons, The  
Kung Fu  
Living Single  
Longmire  
Lucifer  
MAD TV  
Martin  
Maverick  
Mike & Molly  
New Adventures of Old Christine, The  
Perfect Strangers  
Pretty Little Liars  
Pushing Daisies  
Queen Sugar  
Roc

Roots  
Smallville  
Smurfs, The  
Step By Step  
Super Friends  
Supernatural  
Ted Lasso  
Third Watch  
Thorn Birds, The  
Thundercats  
Tiny Toon Adventures  
Tom & Jerry  
Two and a Half Men  
Vampire Diaries, The  
Veronica Mars  
Waltons, The  
Wayans Bros.  
Welcome Back, Kotter  
West Wing, The  
Westworld  
Without A Trace  
Yogi Bear

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# WB 100th Franchises

## WIZARDING WORLD FRANCHISE

Harry Potter and the Sorcerer's Stone  
Harry Potter and the Chamber of Secrets  
Harry Potter and the Prisoner of Azkaban  
Harry Potter and the Goblet of Fire  
Harry Potter and the Order of the Phoenix  
Harry Potter and the Half-Blood Prince  
Harry Potter and the Deathly Hallows Part 1  
Harry Potter and the Deathly Hallows Part 2  
Fantastic Beasts and Where to Find Them  
Fantastic Beasts: The Crimes of Grindelwald  
Fantastic Beasts: The Secrets of Dumbledore

## LOONEY TUNES FRANCHISE

Baby Looney Tunes  
Baby Looney Tunes: Backyard Adventures  
Baby Looney Tunes: Musical Adventures  
Bah, Humduck! A Looney Tunes Christmas  
Bugs Bunny/Looney Tunes All-Star 50th Anniversary, The  
Coyote vs Acme  
Duck Dodgers  
King Tweety  
Loonatics Unleashed  
Looney Tunes 3D Shorts  
Looney Tunes Show, The  
Looney Tunes/Merrie Melodies  
Looney Tunes: Back In Action  
Looney Tunes: Rabbit's Run  
New Looney Tunes Show (aka Wabbit)  
Sylvester & Tweety Mysteries, The  
Taz-Mania  
Tweety's High-Flying Adventures  
What's Up Doc: A Salute to Bugs Bunny

## SCOOBY-DOO FRANCHISE

What's New Scooby-Doo?  
Trick-or-Treat, Scooby-Doo!  
Straight Outta Nowhere: Scooby-Doo!  
Meets Courage the Cowardly Dog  
Shaggy & Scooby-Doo Get a Clue  
Scooby's All Star Laff-A-Lympics  
Daphne & Velma  
Scooby-Doo's Arabian Nights  
Scooby-Doo! Wrestlemania Mystery  
Scooby-Doo! The Sword and the Scoob!  
Scooby-Doo! The Mystery Begins  
Scooby-Doo! Stage Fright  
Scooby-Doo! Spooky Games!  
Scooby-Doo! Shaggy's Showdown  
Scooby-Doo! Return to Zombie Island  
Scooby-Doo! Pirates Ahoy  
Scooby-Doo! Mystery Incorporated  
Scooby-Doo! Music of the Vampire  
Scooby-Doo! Moon Monster Madness  
Scooby-Doo! Mecha Mutt Menace  
Scooby-Doo! Mask of the Blue Falcon  
Scooby-Doo! Legend of the Phantosaur  
Scooby-Doo! Haunted Holidays  
Scooby-Doo! Halloween  
Scooby-Doo! Guess Who?  
Scooby-Doo! Ghastly Goals!  
Scooby-Doo! Frankencreepy  
Scooby-Doo! Curse of the Lake Monster  
Scooby-Doo! Camp Scare  
Scooby-Doo! and the Spooky Scarecrow  
Scooby-Doo! and the Curse of the 13th Ghost  
Scooby-Doo! and the Beach Beastie  
Scooby-Doo! And Krypto, Too!  
Scooby-Doo! and Kiss: Rock and Roll Mystery  
Scooby-Doo! Adventures: The Mystery Map!  
Scooby-Doo! Abracadabra-Doo  
Scooby-Doo! & WWE: Curse of the Speed Demon

Scooby-Doo! & the Gourmet Ghost  
Scooby-Doo! & Batman: The Brave & the Bold  
Scooby-Doo Where Are You?  
Scooby-Doo Show, The  
Scooby-Doo on Zombie Island  
Scooby-Doo in Where's My Mummy?  
Scooby-Doo and the Witch's Ghost  
Scooby-Doo and the Samurai Sword  
Scooby-Doo and the Reluctant Werewolf  
Scooby-Doo and the Monster of Mexico  
Scooby-Doo and the Loch Ness Monster  
Scooby-Doo and the Goblin King  
Scooby-Doo and the Ghoul School  
Scooby-Doo and the Cyber Chase  
Scooby-Doo and the Alien Invaders  
Scooby-Doo 2: Monsters Unleashed  
Scooby-Doo & the Legend of the Vampire  
Scooby-Doo  
Scooby Meets the Boo Brothers  
Scooby Goes to Hollywood  
Scooby and Scrappy Doo  
SCOOB!  
Pup Named Scooby Doo  
New Scooby Doo Mysteries  
New Scooby Doo Movies, The  
LEGO Scooby-Doo!: Haunted Hollywood  
LEGO Scooby-Doo! Blowout Beach Bash  
Chill Out, Scooby-Doo  
Big Top Scooby-Doo!  
Be Cool Scooby-Doo!  
Aloha! Scooby-Doo  
13 Ghosts of Scooby Doo, The

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# WB 100th DC Franchise

Aquaman (2018)  
Aquaman and the Lost Kingdom  
Arrow  
Atom Man vs. Superman (Serials)  
Batgirl: Year One Motion Comics  
Batkid Begins  
Batman  
Batman & Mr. Freeze: Subzero  
Batman & Robin  
Batman Adventures: Mad Love Motion Comics  
Batman and Harley Quinn  
Batman Begins  
Batman Beyond  
Batman Beyond: The Return of the Joker  
Batman Black & White Vol. 1 Motion Comics  
Batman Black & White Vol. 2 Motion Comics  
Batman Forever  
Batman Ninja  
Batman Returns  
Batman Unlimited: Animal Instinct  
Batman Unlimited: Mechs vs. Mutants  
Batman Unlimited: Monster Mayhem  
Batman v Superman: Dawn Of Justice  
Batman vs. Dracula, The  
Batman vs. Robin  
Batman vs. Two-Face  
Batman, The  
Batman: Assault on Arkham  
Batman: Bad Blood  
Batman: Death in the Family  
Batman: Gotham by Gaslight  
Batman: Gotham Knight  
Batman: Hush  
Batman: Mask of the Phantasm  
Batman: Mystery of the Batwoman  
Batman: Return of the Caped Crusaders (Part 1)  
Batman: Soul of the Dragon  
Batman: The Animated Series  
Batman: The Brave and the Bold  
Batman: The Dark Knight Returns Part 1  
Batman: The Dark Knight Returns Part 2  
Batman: The Killing Joke  
Batman: The Long Halloween, Part One  
Batman: The Long Halloween, Part Two  
Batman: Under The Red Hood  
Batman: Year One  
Battle of the Super Sons  
Batwoman (2019)  
Beware the Batman  
Birds of Prey  
Birds of Prey (And the Fantabulous Emancipation of One Harley Quinn)  
Black Adam  
Black Lightning  
Catwoman  
Catwoman: Hunted  
Constantine  
Constantine (2014)

Constantine: City of Demons  
Dark Knight Rises, The  
Dark Knight, The  
DC League of Super-Pets  
DC Legends of Tomorrow  
DC Nation Shorts: Amethyst: Princess of Gem World  
DC Nation Shorts: Animal Man  
DC Nation Shorts: Batman Beyond  
DC Nation Shorts: Batman of Shanghai  
DC Nation Shorts: Batman Strange Days  
DC Nation Shorts: Creature Commandos  
DC Nation Shorts: DC's World's Funniest  
DC Nation Shorts: Deadman  
DC Nation Shorts: Doom Patrol  
DC Nation Shorts: Farm League  
DC Nation Shorts: Green Arrow  
DC Nation Shorts: Metal Men  
DC Nation Shorts: New Teen Titans  
DC Nation Shorts: Plastic Man  
DC Nation Shorts: Riddle Me This!  
DC Nation Shorts: Shade the Changing Man  
DC Nation Shorts: Shazam  
DC Nation Shorts: Super Best Friends Forever  
DC Nation Shorts: Super Pets  
DC Nation Shorts: Superman of Tokyo  
DC Nation Shorts: Sword of the Atom  
DC Nation Shorts: Tales of Metropolis  
DC Nation Shorts: Thunder & Lightning  
DC Nation Shorts: Vibe  
DC Nation Shorts: Wonder Woman  
DC Showcase: Constantine (Shorts compilation)  
DC Showcase: Superman/Shazam!: The Return of the Black Adam  
DC Super Hero Girls  
DC Super Hero Girls: Hero of the Year  
DC Super Hero Girls: Intergalactic Games  
DC Super Hero Girls: Legends of Atlantis  
Death of Superman, The (2018)  
Deathstroke: Knights & Dragons  
Doom Patrol  
Dynomutt, Dog Wonder  
Flash, The  
Flash, The (1990)  
Flash, The (2014)  
Freedom Fighters: The Ray  
Gotham  
Green Lantern  
Green Lantern (2011)  
Green Lantern: Beware My Power  
Green Lantern: Emerald Knights  
Green Lantern: First Flight  
Harley Quinn  
Human Target (1991)  
Human Target (2009)  
Injustice  
iZombie  
JLA Adventures: Trapped in Time  
Joker

Jonah Hex  
Jonah Hex Motion Comics  
Justice League  
Justice League (2017)  
Justice League Action  
Justice League Dark  
Justice League Dark: Apokolips War  
Justice League of America  
Justice League vs. Teen Titans  
Justice League vs. The Fatal Five  
Justice League: Crisis on Two Earths  
Justice League: Doom  
Justice League: Flashpoint Paradox  
Justice League: Gods & Monsters  
Justice League: The New Frontier  
Justice League: Throne of Atlantis  
Justice League: War  
Justice Society: World War II  
Krypto the Superdog  
Krypton  
Legends of the Superheroes  
Legion of Super Heroes  
LEGO® Batman Movie, The  
LEGO® Batman: DC Super Heroes Unite  
LEGO® DC Batman: Family Matters  
LEGO® DC Comics Super Heroes: Aquaman: Rage of Atlantis  
LEGO® DC Comics Super Heroes: Justice League vs. Bizarro League  
LEGO® DC Comics Super Heroes: Justice League: Attack of the Legion of Doom!  
LEGO® DC Comics Super Heroes: The Flash  
LEGO® DC Shazam: Magic and Monsters!  
LEGO® DC Super Hero Girls: Brain Drain  
LEGO® DC Super Hero Girls: Super-Villain High  
LEGO® Justice League: Cosmic Clash  
LEGO® Justice League: Gotham City Breakout  
Lois & Clark: The New Adventures of Superman  
Look, Up in the Sky! The Story of Superman  
Losers, The  
Lucifer  
MAD  
Man Of Steel  
Necessary Evil: The Super-Villains of DC Comics  
New Adventures of Batman, The  
New Adventures of Superman, The  
Pennyworth  
Plastic Man Comedy Adventure Show, The  
Powerless  
Reign of the Supermen  
Science of Superman  
Scooby-Doo! & Batman: The Brave & the Bold  
Scooby-Doo! And Krypto, Too!  
Secret Origin: The Story of DC Comics  
Shazam!  
Shazam! (2019)  
Shazam! Fury of the Gods  
Smallville

Smallville Backstage Special  
Son of Batman  
Spirit, The  
Stargirl  
Static Shock!  
Steel  
Suicide Squad  
Suicide Squad (2021)  
Suicide Squad: Hell to Pay  
Super Friends  
Superboy  
Supergirl  
Superman & Lois  
Superman (Ruby/Spears)  
Superman Cartoons (Max Fleischer)  
Superman II  
Superman III  
Superman IV: The Quest for Peace  
Superman Red Son Motion Comics  
Superman Returns  
Superman Serials  
Superman vs. The Elite  
Superman/Batman Public Enemies  
Superman/Batman: Apocalypse  
Superman: Brainiac Attacks  
Superman: Doomsday  
Superman: Man of Tomorrow  
Superman: Red Son  
Superman: The Animated Series  
Superman: The Movie  
Superman: Unbound  
Superman's 50th Anniversary: A Celebration of the Man of Steel  
Swamp Thing  
Teen Titans  
Teen Titans Go!  
Teen Titans Go! & DC Super Hero Girls: Mayhem in the Multiverse  
Teen Titans Go! To The Movies  
Teen Titans Go! Vs. Teen Titans  
Teen Titans Judas Contract  
Teen Titans: Trouble in Tokyo  
Titans  
V for Vendetta  
Vixen  
Watchmen  
Watchmen Motion Comics  
Watchmen: The Black Freighter  
Watchmen: Under the Hood  
Wonder Woman  
Wonder Woman (2017)  
Wonder Woman (Animated)  
Wonder Woman 1984  
Wonder Woman: Bloodlines  
Young Justice  
Zeta Project, The

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# WB 100th - Asset Folder Structure on BOX

## WB100 STYLE GUIDE FINAL FILES

BOX PUBLIC LINK

WB 100 AV FILES		Rendered Assets Samples								
AV Tool Kit files seen on pg 6-7		<a href="#">Master_Toolkit.zip</a>								
		<a href="#">Tool Kit descriptions</a>								
WB 100 LOGOS		Localized Logos								
All logo WB100 logo files released. "Celebrating Every Story" is editable.		WB Logos EN	<a href="#">WB100 Guidelines.PDF</a>							
		For Extreme Small Size Only	<a href="#">WB100 Guidelines.PDF</a>							
		For Small Size Only EN	<a href="#">WB100 Guidelines.PDF</a>							
		With IP EN	<a href="#">WB100 Guidelines.PDF</a>							
		Rendered Logos EN	<a href="#">Page 4</a>							
		4-C rendered Gold, Silver WB100								
WB100 Guidelines.PDF		Backgrounds								
Identity guidelines for primary logos		Pages 8-16	Look 1	Look 2	Look 3					
		<a href="#">Banner Examples</a> Page 26	Page 8	<a href="#">Pages 11-13</a>						
		<a href="#">Mobile/Desktop</a> Page 25	<a href="#">Pages 14-16</a>							
WB 100 DIGITAL - RGB		Social Examples	<a href="#">Page 24</a>							
Assets to be used for digital executions in RGB.		Step and Repeat	<a href="#">Page 22</a>							
		Rendered Logos	<a href="#">Page 4</a>							
		4-C rendered Gold, Silver WB100								
WB 100 PRINT - CMYK		Backgrounds								
High resolution assets for print executions in CMYK.		Pages 8-16	Look 1	Look 2	Look 3					
		<a href="#">Consumer Ad</a> Page 10	Page 8	<a href="#">Pages 11-13</a>						
		<a href="#">Outdoor</a> Page 9	<a href="#">Pages 14-16</a>							
		Retail	<a href="#">Page 20-21</a>		<a href="#">End Cap, Blades</a>					
		Step and Repeat	<a href="#">Page 22</a>		<a href="#">Page 20</a>					
		Stickers/Snipes	<a href="#">Page 19</a>							
		Rendered Logos	<a href="#">Page 4</a>							
		4-C rendered Gold, Silver WB100								

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For AV Tool Kit questions, please contact [James.Jones@warnerbros.com](mailto:James.Jones@warnerbros.com)

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Warner Bros. 100th Anniversary Style Guide:  
Print and Digital Creative, AV Tool Kit

February 2023

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